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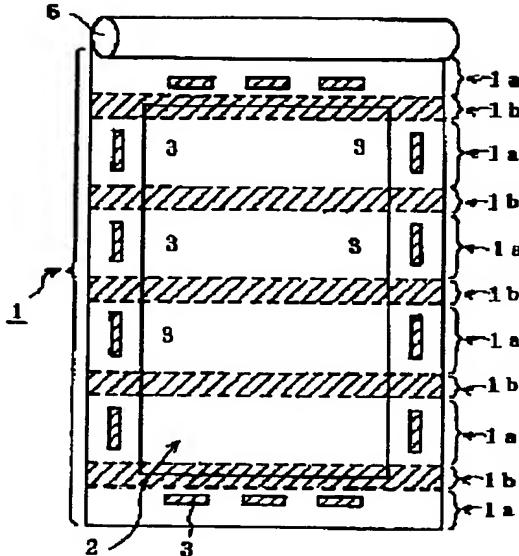
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TITLE : DISPLAY DEVICE



ABSTRACT : PROBLEM TO BE SOLVED: To prevent driver integrated circuits from being broken down during the storage of a flat display device which can be stored in the form of a roll.

SOLUTION: A display cell 1 has a display area 2 in which picture elements are arranged in the form of a matrix and driver integrated circuits 3 applying display signals to the picture elements. The display cell 1 has alternately disposed rigid areas 1a and flexible areas 1b. The drive integrated circuits 3 are disposed selectively only in the rigid areas 1a of the display cell 1. The rectilinear parts of a roll 6 correspond to the rigid areas 1a of the display cell when the display cell is wound, and the curved parts of the roll 6 correspond to the flexible areas 1b of the display cell. Therefore when the display cell 1 is wound into the roll 6, the driver integrated circuits 3 are kept flat to prevent application of stresses that may break IC chips.

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